

Docket No.: 28212/0200298-US0

NC28129US

(PATENT)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of:

Toni Kopra

Application No.: 09/580,583

Art Unit: 3622

Filed: May 30, 2000

Examiner: Y. Retta

For: LOCATION AWARE PRODUCT PLACEMENT AND ADVERTISING

AMENDMENT

Mail Stop RCE Commissioner for Patents P.O. Box 1450 Alexandria, VA 22313-1450

Dear Sir:

INTRODUCTORY COMMENTS

In response to the Office Action dated December 8, 2004 and Advisory Action dated March 14, 2005, please amend the above-identified U.S. patent application as follows:

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks/Arguments begin on page 9 of this paper.